

SEARCH ENGINE OPTIMIZATION AND WEB ANALYTICS

COURSE SYLLABUS ABSTRACT

Speciality 6-05-0611-04 Electronic economy

Concentration Electronic Marketing

	STUDY MODE	
	full-time	part-time
Year	3	4
Semester	6	7
Lectures, hours	16	4
Laboratory classes, hours	34	8
Exam, semester	6	7
In-class test, semester (hours)	-	7 (2 hours)
Contact hours	50	14
Independent work, hours	58	94
Total course duration in hours / credit units	108 / 3	108/3

1. Course outline

Search engines and their features. Classification of search queries. Internal website optimization. External website optimization. Behavioral factors and their impact on website ranking. Introduction to Web analytics. Web analytics tools. Web analytics of competitors and social networks

2. Course learning outcomes: upon completion of the course, students will be expected to

- know: the concept, goals and objectives of web analytics; performance metrics; web analytics methods;
- be able to: perform search engine optimization of websites; conduct comprehensive and end-to-end web analytics; work with web analytics systems; conduct competitive market analysis using web analytics; conduct analytical research in social networks and mobile applications;
- to possess a skill: develop and implement search engine optimization and promotion based on web analytics.

3. Competencies

Develop and implement search engine promotion strategies and plans based on web analytics.

4. Requirements and forms of midcourse evaluation and summative assessment

The module-based rating system is used. Mid-course evaluation: defending of reports on laboratory classes. Summative assessment: exam.